



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: St. Clair, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	40.9%	Population		77,447	87,752
Midland Crowd	31.2%	Households		29,159	33,298
Green Acres	6.0%	Families		22,059	24,977
Rural Resort Dwellers	4.6%	Median Age		38.7	40.3
Rural Bypasses	4.1%	Median Household Income		\$44,138	\$49,208

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	59	\$1,575.33	\$45,935,063
Men's	58	\$288.99	\$8,426,533
Women's	56	\$522.97	\$15,249,274
Children's	69	\$287.19	\$8,374,171
Footwear	49	\$236.41	\$6,893,581
Watches & Jewelry	69	\$154.39	\$4,501,911
Apparel Products and Services ¹	68	\$85.38	\$2,489,593
Computer			
Computers and Hardware for Home Use	66	\$139.48	\$4,067,052
Software and Accessories for Home Use	64	\$18.36	\$535,383
Entertainment & Recreation	77	\$2,848.81	\$83,068,538
Fees and Admissions	61	\$379.45	\$11,064,345
Membership Fees for Clubs ²	65	\$107.93	\$3,147,043
Fees for Participant Sports, excl. Trips	60	\$68.24	\$1,989,755
Admission to Movie/Theatre/Opera/Ballet	58	\$87.14	\$2,541,012
Admission to Sporting Events, excl. Trips	63	\$38.70	\$1,128,315
Fees for Recreational Lessons	60	\$77.03	\$2,246,222
Dating Services	69	\$0.41	\$11,998
TV/Video/Sound Equipment	71	\$1,026.03	\$29,918,091
Community Antenna or Cable TV	77	\$565.64	\$16,493,459
Televisions	64	\$189.53	\$5,526,566
VCRs, Video Cameras, and DVD Players	74	\$24.51	\$714,603
Video Cassettes and DVDs	71	\$46.46	\$1,354,619
Video Game Hardware and Software	70	\$25.21	\$735,045
Satellite Dishes	93	\$1.03	\$29,943
Rental of Video Cassettes and DVDs	70	\$35.76	\$1,042,696
Streaming/Downloaded Video	56	\$0.45	\$13,155
Sound Equipment ³	63	\$133.54	\$3,893,924
Rental and Repair of TV/Radio/Sound Equipment	67	\$3.91	\$114,081
Pets	90	\$398.97	\$11,633,657
Toys and Games	76	\$113.83	\$3,319,150
Recreational Vehicles and Fees ⁴	110	\$479.12	\$13,970,555
Sports/Recreation/Exercise Equipment ⁵	72	\$155.77	\$4,541,979
Photo Equipment and Supplies ⁶	75	\$95.26	\$2,777,814
Reading ⁷	70	\$200.38	\$5,842,947
Food	74	\$6,115.50	\$178,321,890
Food at Home	75	\$3,644.98	\$106,283,957
Bakery and Cereal Products	75	\$506.61	\$14,772,152
Meat, Poultry, Fish, and Eggs	75	\$924.32	\$26,952,367
Dairy Products	75	\$417.55	\$12,175,448
Fruit and Vegetables	70	\$577.55	\$16,840,877
Snacks and Other Food at Home ⁸	76	\$1,218.94	\$35,543,113
Food Away from Home	72	\$2,470.52	\$72,037,933
Alcoholic Beverages	63	\$372.72	\$10,868,075
Nonalcoholic Beverages at Home	79	\$346.81	\$10,112,614



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	56	\$566.03	\$16,504,957
Vehicle Loans	86	\$4,974.91	\$145,063,380
Health			
Nonprescription Drugs	87	\$98.59	\$2,874,894
Prescription Drugs	87	\$495.13	\$14,437,511
Eyeglasses and Contact Lenses	81	\$62.14	\$1,811,826
Home			
Mortgage Payment and Basics ⁹	69	\$6,345.42	\$185,026,138
Maintenance and Remodeling Services	68	\$1,396.43	\$40,718,613
Maintenance and Remodeling Materials ¹⁰	95	\$394.64	\$11,507,183
Utilities, Fuel, and Public Services	79	\$3,616.80	\$105,462,382
Household Furnishings and Equipment			
Household Textiles ¹¹	70	\$97.50	\$2,843,056
Furniture	66	\$431.74	\$12,589,113
Floor Coverings	71	\$68.42	\$1,995,148
Major Appliances ¹²	80	\$242.58	\$7,073,309
Housewares ¹³	65	\$61.39	\$1,790,080
Small Appliances	76	\$26.66	\$777,426
Luggage	58	\$5.81	\$169,494
Telephones and Accessories	58	\$25.17	\$733,832
Household Operations			
Child Care	65	\$265.36	\$7,737,561
Lawn and Garden ¹⁴	81	\$343.66	\$10,020,865
Moving/Storage/Freight Express	67	\$35.22	\$1,027,101
Housekeeping Supplies ¹⁵	78	\$597.45	\$17,421,124
Insurance			
Owners and Renters Insurance	85	\$419.83	\$12,241,718
Vehicle Insurance	77	\$1,075.97	\$31,374,348
Life/Other Insurance	82	\$472.61	\$13,780,976
Health Insurance	81	\$1,650.81	\$48,136,037
Personal Care Products ¹⁶	73	\$316.23	\$9,221,078
School Books and Supplies ¹⁷	63	\$74.51	\$2,172,566
Smoking Products	87	\$391.23	\$11,407,914
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	81	\$4,173.68	\$121,700,306
Gasoline and Motor Oil	84	\$2,124.58	\$61,950,577
Vehicle Maintenance and Repairs	75	\$745.27	\$21,731,300
Travel			
Airline Fares	59	\$247.38	\$7,213,319
Lodging on Trips	69	\$294.31	\$8,581,846
Auto/Truck/Van Rental on Trips	58	\$22.44	\$654,469
Food and Drink on Trips	70	\$326.32	\$9,515,201

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.